

ANNUAL REPORT ON GIVING

Message from the Rector

One of my most pleasant duties each year is to thank you for the tangible expressions of your support for higher education, either as an individual or as a leader of a corporation or foundation, or both. Private support for higher education has never been more vital to its health and viability than it is now. Our historic heavy dependence on government funding has made it very difficult to maintain the standards of quality education which the country once took for granted, as sustained deep cuts in government operating grants to universities have made us painfully aware.

Your decision to give to Concordia University, and to continue to do so, is a source of great encouragement to the current generation of students as well as those who take pride in

serving the university as staff, faculty or volunteers. This past October with a full house in the concert hall on the Loyola campus we publicly launched our \$55 million campaign to raise funds for capital and endowment needs, Fresh Ideas – the Campaign for a New Millennium. This campaign, led by Ronald Corey, has been strongly supported by the campus community and major corporations. We have now reached the stage when alumni volunteers and staff are seeking pledges of support from the family of Concordia, Loyola and Sir George Williams' alumni in Montreal, across Canada and abroad.

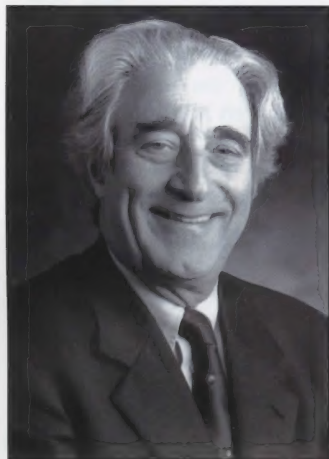


Photo: Jonas Paparellis

Under the leadership of Hazel Mah, the Annual Giving Campaign has continued to generate the all important donations to underwrite annually funded scholarships, bursaries and fellowships, as well as other current priority needs such as library acquisitions and faculty development. During the Capital Campaign, our alumni will be asked to follow the example of our faculty and staff donors and earmark a portion of their pledge to Annual Giving priorities.

This past year I have made a number of trips to cities in Canada, the United States and overseas with the purpose of meeting our alumni and other supporters and I continue to be struck by their warmth towards their Alma Mater and their willingness to help out in any way they can.

This year, Leonard Ellen retired as Chairman of the University Advancement Committee of the Board of Governors. Mr. Ellen was the first to assume that role, which he took on at the conclusion of the last Capital Campaign, ten years ago. I wish to use this opportunity to thank Mr. Ellen for his dedication and for the leadership he has given to Concordia's Advancement efforts. I am most pleased that he remains a member of the Committee to assist his successor, another great Concordia supporter, Mr. Richard Renaud, who took over at the beginning of this year.

Dr. Frederick H. Lowy
Rector & Vice-Chancellor

Message from the Chairman of the University Advancement Committee of the Board of Governors

In this past year the level of donations to Concordia University rose by 84% over 1996-97 to reach \$7,857,172. This major jump reflected the concrete results of gifts and pledge payments to the Campaign for a New Millennium as well as the maintenance of other giving, including Annual Giving, Major Gifts, and Gifts in Kind, at levels comparable to the previous year.

The donor rosters which form the bulk of this report get longer every year with many more names appearing in the upper levels. Many of these larger donors last year were

faculty and staff, who increased their giving to Fresh Ideas – the Campaign for a New Millennium and Annual Giving, mostly through payroll deduction. Included on a single line are the contributions of our most important donors, Concordia's students who made their first year's payment on a 10 year pledge of \$9 million to the Capital Campaign, a true show of leadership and vision.



Photo: Charles Bélanger

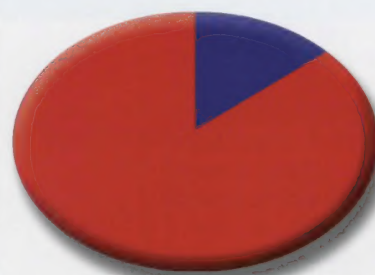
In 1998-99 the University community has been very encouraged by the interest and participation of alumni and friends of Concordia in our current Capital Campaign. The success that we have achieved to date is attracting new donors to the University.

Concordia hopes to achieve significant growth in alumni support both in financial terms as well as in terms of participation. Last year, some 10,200 alumni gave to Concordia, just over 17% of currently contactable alumni. While that is up substantially from a few years ago when it was below 10%, it is well below what it could and should be. We look to you, our donors, especially our alumni donors, to continue your fine example of supporting higher education through giving to Concordia and earnestly hope that you will do so for many years to come.

I am confident that with your support we will build on this momentum, and next year's Annual Report results will surpass the levels we have attained this year.

Richard J. Renaud
Chair, University Advancement Committee of the Board of Governors

1997-98 FUND-RAISING PROGRAMS

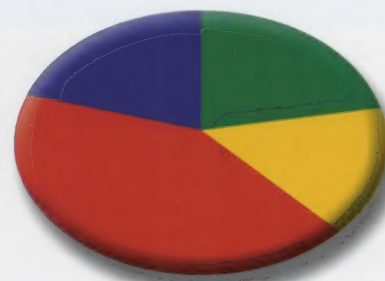


■ Major Gifts/Capital Campaign
\$7,386,837

■ Annual Giving
\$1,220,180

Total
\$8,607,017

1997-98 GIFT SOURCES



■ Corporations | 22.4%
\$1,928,374

■ Alumni | 15.5%
\$1,333,068

■ University Community*,
Friends & Other | 41.7%
\$3,588,079

■ Foundations | 20.4%
\$1,757,665

Total | 100.0%
\$8,607,017

* Includes contributions from faculty, staff members, students and parents.



Concordia
UNIVERSITY

Concordia's Annual Report on Giving is produced by the Office of University Advancement and is mailed to donors who made gifts of \$100 or more during the 1997-98 fiscal year. We apologize for any errors or omissions. Please direct all inquiries to:

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1455 de Maisonneuve Blvd. West
Montreal, Quebec, H3G 1M8
Tel: (514) 848-3881
Fax: (514) 848-4510

French Translation: Translation Services Concordia

MESSAGE FROM THE ANNUAL GIVING GENERAL CHAIR

This past year marked Annual Giving's 10th anniversary, and the Campaign had much to be proud of. Since its inception, the Annual Giving Program has established itself as the only regular source of private support to the University by providing Concordia funds for its priority needs namely: scholarship & fellowship programs, development of the faculties, library acquisitions, research and creative projects and athletic facilities.

On May 31, 1998 Annual Giving closed its campaign having collected over 1.22 million dollars for Concordia's annual priority needs. The Campaign received gifts from over 14,000 donors with the assistance of 300 volunteers, and 30 student callers.



As always, the Concordia Shuffle kicked off this year's appeal. On Friday, September 26, 1997, over 400 staff, faculty, students, governors, alumni and friends took part in the eight annual Concordia Shuffle. Together they helped raise just under \$75,000 for scholarships and bursaries by participating in the University's annual walk-a-thon from the Sir George Williams Campus to the Loyola Campus.

The Alumni Division also produced some exemplary results, surpassing its \$550,000 objective by collecting \$577,844. The Phone-Mail Program secured a 12%

increase over last year's results. Some 87,000 calls were placed by student callers in an attempt to reach over 36,000 Concordia, Sir George Williams and Loyola graduates in Canada and the United States.

Our "newest" graduates also contributed towards Concordia's annual priority needs. The class of 1998 generously pledged over \$83,000 to their alma mater. Our "seasoned" alumni in Montreal and Toronto also reached new heights of success. In just three nights of calling, some 240 volunteer callers secured just under \$136,000 – an all-time record and a 15% increase over last year.

As mentioned in Richard Renaud's message, in 1998-99, the Alumni Division of Annual Giving will be supporting the Capital Campaign as an element of the Alumni & Friends Division. We are very pleased to work in tandem with the Capital Campaign so as to put the greatest good of the University first – continuing to ensure the quality and accessibility of higher education.

Hazel Mah
General Chair
1997-98 Annual Giving Program

1997-98 ANNUAL GIVING LEADERSHIP



Hazel Mah (BComm'78, MBA'81)
General Chair, Annual Giving Campaign
Managing Director, Mah Family Group Inc.



John N. Economides, C.M. (BComm'41)
Alumni Division Chair
Business Consultant, J & N Economides & Associates



Richard J. Renaud (BComm'69)
University & Friends Division Chair
Chairman, MPACT Immedia Inc.



Hélène Cossette (BComm'88)
Co-Chair, Montreal Alumni Phonathon
Communications Officer
Desjardins Securities



Peter Quarles (BComm'88)
Co-Chair, Montreal Alumni Phonathon
Branch Manager & Financial Advisor, Merill Lynch

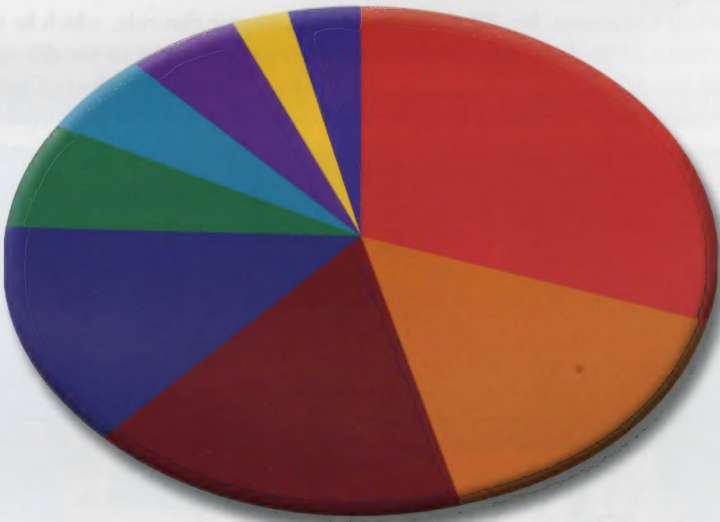


Florence Yaffe (BA'61)
Toronto Alumni Phonathon Chair
Retired



Irvin Dudeck
Concordia Shuffle Chair
Director, Budget Planning and Control
Concordia University

1997-98 GIFT DESIGNATIONS



■ Concordia's Greatest Needs (Unrestricted Funds*) 30.3% \$2,603,924	■ Physical Plant 5.6% \$475,829
■ Faculties & Departments 15.8% \$1,360,136	■ Research 5.4% \$467,249
■ Chairs & Professorships 15.8% \$1,363,884	■ Equipment 2.8% \$239,476
■ Scholarships, Bursaries & Fellowships 13.9% \$1,199,225	■ Athletics 3.5% \$303,195
■ Library & Gallery Acquisitions 6.9% \$594,102	

* Unrestricted funds (not designated by the donor to one of the eight priorities) allow Concordia to direct your donation to the University's most urgent needs which are primarily scholarships, fellowships and bursaries.

UNIVERSITY ADVANCEMENT COMMITTEE OF THE BOARD OF GOVERNORS 1997-98

Richard J. Renaud
(Chair)

Ronald Corey
(Vice-Chair)

Reginald K. Groome
(ex officio)

Frederick H. Lowy
(ex officio)

Marcel Danis
(Vice-Rector, Institutional Relations)

Francesco Bellini

Leonard Ellen

Hazel Mah

L. Jacques Ménard

Eric H. Molson

Dino Nizzola

Miriam Roland

Elizabeth Saccá

Brian J. Steck